

Message Text

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AMEMBASSY LAGOS
USLO RIYADH
AMEMBASSY TEHRAN

UNCLAS BAGHDAD 2287

ATHENS FOR RTDO

E.O. 11652: NA
TAGS: BEXP, XF, IZ
SUBJ: PROPOSED MISSISSIPPI IOGA BUSINESS DEVELOPMENT MISSION

REF (A) STATE 287840 (B) BAGHDAD 2143 (C) STATE 204173
(D) USDOC 21165

1. USINT WOULD BE PLEASED TO RECEIVE MISSISSIPPI IOGA IN
LATE APRIL, EARLY MAY 1978, HOWEVER MORE SPECIFIC DETAILS
CONCERNING PRODUCT LINES WILL BE REQUIRED. FOLLOWING ARE
OUR COMMENTS ON PRELIMINARY PRODUCTS MIX:

2. FOOD CANNERS: THERE MAY BE A POTENTIAL MARKET HERE.
MOST CANNED GOODS IN IRAQ ARE IMPORTED FROM EASTERN OR
WESTERN EUROPE. QUALITY OF IMPORTS AND LOCAL PRODUCTION IS
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MEDIOCRE, AT BEST. THERE MIGHT BE SCOPE FOR COOPERATION
WITH LOCAL CANNERS OR FOR SALES OF MODERN CANNING
EQUIPMENT AS WELL.

3. SUPPLIERS OF FROZEN FOOD PRODUCTS:
THE GOI GENERAL POULTRY COMPANY HAS JUST ISSUED A TENDER
FOR 11,000 TONS OF FROZEN POULTRY. THE US NATIONAL

BROILERS MARKETING ASSOCIATION HAS RECENTLY CONCLUDED A MAJOR DELIVERY TO IRAQ; HOWEVER, THE LONG-RUN MARKET PROSPECTS WILL DECLINE AS MAJOR IRAQI POULTRY FARMS, NOW UNDER CONSTRUCTION, COME ON STREAM IN NEXT YEAR OR TWO. MARKET FOR FROZEN BEEF OR OTHER PRODUCTS IS VERY LIMITED SINCE IRAQI IMPORTERS AND RETAILERS HAVE LITTLE STORAGE/ DISPLAY CAPACITY.

4. COMMERCIAL AND RESIDENTIAL FURNITURE/FIXTURES:
THERE IS NO IMPORT MARKET IN IRAQ FOR THESE PRODUCTS AT THE PRESENT TIME.

5. HOSPITAL EQUIPMENT: MORE DETAIL IS REQUIRED FOR A SPECIFIC EVALUATION. HOSPITAL ROOM FURNISHINGS ARE PRODUCED LOCALLY. IRAQ HAS A WELL-DEVELOPED MEDICAL SECTOR WITH AMBITIOUS DEVELOPMENT PLANS EXTENDING INTO THE NEXT CENTURY. BRITISH FIRMS PRESENTLY DOMINATE THE MARKET BUT THE QUALITY OF AMERICAN SURGICAL AND MEDICAL EQUIPMENT IS KNOWN AND APPRECIATED. THE GOI MINISTRY OF HEALTH'S IMPORTING AGENCY NOW HAS LIMITED AUTHORITY TO EXEMPT HIGH-PRIORITY MEDICAL IMPORTS FROM IRAQI BOYCOTT PROCEDURES. USINT WOULD LIKE TO CHALLENGE THE BRITISH ADVANTAGE IN THIS LARGE AND GROWING MARKET.

6. AGRICULTURAL ENGINEERS: USINT DOUBTS THAT US FIRMS HAVE MUCH OPPORTUNITY HERE. ALTHOUGH THE BRITISH FIRM
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H. MACDONALD AND PARTNERS, HAS BEEN ESTABLISHED HERE FOR MANY YEARS, THE RECENT TREND HAS BEEN TO GRANT MAJOR AGRICULTURAL DEVELOPMENT PROJECTS TO THIRD WORLD FIRMS.

7. CONSTRUCTION AND MATERIAL HANDLING EQUIPMENT:
THE CONSTRUCTION EQUIPMENT AND MACHINERY SECTOR IS WELL-COVERED BY MAJOR U.S. AND JAPANESE MANUFACTURERS. BUILDING CONSTRUCTION TECHNIQUES ARE STILL RELATIVELY SIMPLE AND WORK IS LARGELY EXECUTED BY SMALL-SCALE PRIVATE SECTOR CONTRACTORS DO NOT HAVE LARGE OR SOPHISTICATED EQUIPMENT INVENTORIES. THERE MAY BE A GOOD PUBLIC SECTOR MARKET FOR MHE, SUCH AS FORKLIFTS, LOADERS AND WAREHOUSE EQUIPMENT.

8. FINANCIAL INSTITUTIONS: THERE IS LITTLE REASON FOR BANKS TO VISIT IRAQ IN A TRADE MISSION. THE CENTRAL BANK AND THE SOLE COMMERCIAL BANK, RAFIDAIN BANK, HAVE WELL-DEVELOPED CORRESPONDENT RELATIONS WITH MAJOR NEW YORK BANKS. SMALL STATE-CHARTERED BANKS WOULD NOT BE OF INTEREST TO THEM.

9. USINT ASSUMES FROM REFS. C AND D, COPIES OF

WHICH WERE PROVIDED BY KUWAIT, THAT 1978 PENNSYLVANIA
IOGA AND SOUTH CAROLINA STATE TRADE AND FINANCIAL
MISSIONS WILL NOT VISIT IRAQ. FIRMS IN BOTH MISSIONS
ARE NOT SUITED TO THE PRESENT IRAQI MARKET.
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